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• THE GREAT •



Southern ♦ Exposition

AT LOUISVILLE, KY.

1886

Opens August 28th. Closes October 23d.

—* THE *—

Southern Exposition,

—AT—

LOUISVILLE, KY.

AUGUST 28.

⇒1886⇐

OCTOBER 23.

Damrosch's

GRAND NEW YORK ORCHESTRA,

WITH 62 MEMBERS,

AND

Cappa's

GREAT NEW YORK MILITARY BAND,

2 CONCERTS EACH DAY.

—ART GALLERY—

CONTAINING THE PRIZE PAINTINGS AND ENTIRE COLLECTION OF THE

American Prize Fund Art Exhibition,

THE GREAT ART EVENT OF 1886.

⇒AN INTERNATIONAL EXHIBITION⇐

WITH DISPLAYS FROM ALL PARTS OF THE WORLD.

AMERICAN

MACHINERY, ARTS, INDUSTRIES, AND PRODUCTS.

A Wonderful Museum of Natural History Free to Visitors,

AND COVERING 5,000 SQUARE FEET.

The most Extensive and Beautiful Collection of Minerals in America.

LOW RATES FOR TRAVEL AND ADMISSION,

SOUTHERN EXPOSITION

At Louisville, Kentucky.

OPENS AUGUST 28th.

MAY 5, 1886.

CLOSES OCTOBER 23d.

A STRONG assurance of the success of the Exposition this year is presented in the early and increased number of applications for space for agricultural machinery exhibits. The south-west section, which heretofore has been the last to fill, is already nearly full. The promise of a great wheat crop all through the territory within the natural circle of the Southern Exposition is an assurance of a large attendance of farmers. The agricultural machinery and implement manufacturers have been quick to note this prospect, and are preparing to avail themselves of the advantage.

THE extensive natural history collection, covering over 5,000 square feet, which will be displayed in the Exposition of 1886, will be one of the most interesting places in the exhibition. A space of 5,000 square feet means a hall one hundred feet long by fifty feet wide, filled with a museum crowded with the most curious things in natural history. There is not another such collection anywhere in the West, and probably nowhere in the country, outside the National Museum at Washington. Professor Ward, who has charge of this remarkable display, is accepted authority on such subjects, and supplies all the natural history collections sought by colleges. Of course, no institution of learning has so large and valuable a collection as the Southern Exposition has engaged, and the display will furnish an opportunity for observation and for gratifying curiosity that no one in this part of the country has a chance to enjoy.

THE Southern Exposition was a success on its first venture in 1883. It was a success again in 1884, notwithstanding it encountered the New Orleans World's Exposition, with its prestige of enormous financial backing from Congress, and all the departments of the general government actively doing its work. In the face of following close upon the World's Exposition, and the depression caused by the unsatisfactory results of that splendid effort, the Southern Exposition of 1885 was better than ever; and though the business interests of the country were not favorable, it proved a success in all its features. The second undertaking at New Orleans started under far better advantages than the Southern Exposition of 1883, in point of money, government and state co-operation; railroad backing, and foreign encouragement. Its unhappy failure simply emphasizes the fact that the position of Louisville, and its relation to the population, productive areas, commercial needs and industries of the whole country, have securely established the Southern Exposition beyond the reach of failure. The Southern Exposition of 1886 will still further illustrate this fact. With the successful experience of three years to guide it, and examples of failure in other parts of the country to warn it, the Exhibition of 1886 was assured when it was announced.

THE most beautiful and varied mineral display ever made has already been assigned about 5,000 square feet of space in the Southern Exposition of 1886. There have been excellent exhibits of this kind in the State and Territorial displays made in expositions in this country, but this is to be a group of displays from all the most interesting mineral sections of America. The well-known collector, Professor Foote, has been long engaged in getting together a large part of the collection, and for several months past he has been on a collecting tour through Mexico. The display is already on its way from several directions to Louisville, and the Southern Exposition has provided arrangements for Professor Foote to extend his tour through the Western Territories and the South to obtain new and valuable specimens, until the time comes for him to take personal charge of the arrangement of the exhibit in the Exposition. Those who think of a mineral exhibit as a mere collection of rocks and uninteresting ores will be most agreeably disappointed when they see the brilliant heaps of flashing minerals and the beautiful effects produced by Professor Foote's clever and artistic arrangement.

THE Southern Exposition does not ask any pecuniary aid from Congress, and the general exhibits from the Executive Departments have been so much displayed that they have lost their novelty. An exhibit, however, will be made, illustrating the methods of the government work as it immediately affects the interest of the people. For instance, Professor Baird, of the Smithsonian Institution, writes that he will make up some illustrations of the work of the Institution, the National Museum, and the Fish Commission. The Agricultural Department and the Weather, Census, Statistical, and other bureaus will contribute like illustrations of their work and its methods. This display will be on an entirely new plan, and will be both interesting and instructive.

THE collective display of printing and lithographing will be a new and interesting feature. Several large printing houses in different parts of the country have already announced their intention of displaying a full line of the best specimens of their work. The collection will embrace portraits and advertising pictures, and specimens will be accepted from individuals as well as from the printers. In addition to its interest as an exhibition of the present condition of the art of printing, the collection will thus present groups of portraits of prominent persons, railroad views, lithographs of the finest hotels, factories, and public buildings, and the handsomest advertising show-cards the country can produce. There will be place for a display of all the beautiful calendars that are used for advertising purposes. All that is asked is that the contributions shall be

SOUTHERN EXPOSITION, LOUISVILLE, KY.

delivered to the Exposition with transportation charges all paid, and that the specimens need not be returned. The advertising opportunity thus offered will induce probably more contributions than can be conveniently arranged for the purpose in view. It must be remembered that this is to be a collection of artistic specimens of printing and lithograph work, and inferior specimens will not be accepted. In every case where it would be proper the print or lithograph must be appropriately framed, ready for hanging. Some very attractive pictures of hotels and extensive factories and portraits of well-known professional persons have already been contributed. A general invitation is extended for appropriate contributions to this exhibit of the art of printing, and the incidental advertising benefit to the contributor is offered gratuitously.

AFTER speaking of the extraordinary sale of season tickets for the Exposition Opera Festival, in June, a press correspondent says:

"But progress in this direction does not stop with the June Opera Festival. The Exposition will open in the latter part of August. The great Music Hall will then have been converted into a fine, enclosed concert hall, with a handsome stage and elevated seats, and on opening day Damrosch and his splendid orchestra of sixty-two members will begin a series of forty-eight grand concerts. Damrosch himself has gone to Europe to prepare for this engagement, and his well organized orchestra is every day doing its part for the autumn season. After Damrosch there will be four weeks of Cappa, with a much strengthened and improved band to inspire the people with his martial and concert music.

"Surely Louisville can justly claim to stand in the foremost rank. This is the sixteenth city in population, but it stands first in expositions, and may well claim to stand next to the great cities of New York and Boston in the matter of musical entertainment. When all the people assemble to ring out the Southern Exposition of 1886, they will have heard all that America can produce in the way of martial music, orchestral concerts, and grand opera."

ABOUT thirteen acres of new roof have been put on the main building and every part of the immense structure will be in perfect order, and with the new arrangement of Music Hall, Art Gallery, and other sections it will look like a new establishment. The placing of the Art Gallery in the main building is highly approved by every one who has seen the plan. It will be in the south nave, opposite the Music Hall.

THE Southern Exposition is noted for the ease and promptness with which it has always handled exhibit freight. Heretofore, freight has been handled on trucks from the railroad platforms at the south end of the main building. It is now proposed to distribute the freight through the main building by means of a railway three-fourths of a mile in length, on which horse-cars will run.

THE Southern Exposition of 1885 was the first great Exhibition to be entirely ready for the inspection of visitors on opening day. It is proposed to be equally prompt in 1886. On August 28th the doors will be thrown open, Walter Damrosch with his full orchestra of sixty-two members will sound the first music, the machinery will be set in motion, a vast crowd will be in attendance, and those who are not ready will be justly laughed at, or more justly will find their spaces occupied by more energetic and certain exhibitors.

WITH their accustomed liberality to the Southern Exposition, all the railroads in the country have agreed to transport exhibit freight at ordinary rates to the Exposition and carry it back free.

ON May 1st a fraction over one-half the available exhibit space had been assigned. Exhibitors who desire a wide range of choice should apply now, as experience of former years proves that delay always operates to disadvantage in this respect.

AMONG other new features will be a collection of novel and ingenious advertising devices. The collection will be arranged by the Exposition, and a general invitation is hereby extended for contributions to same.

The articles can be sent by mail or express, charges prepaid.

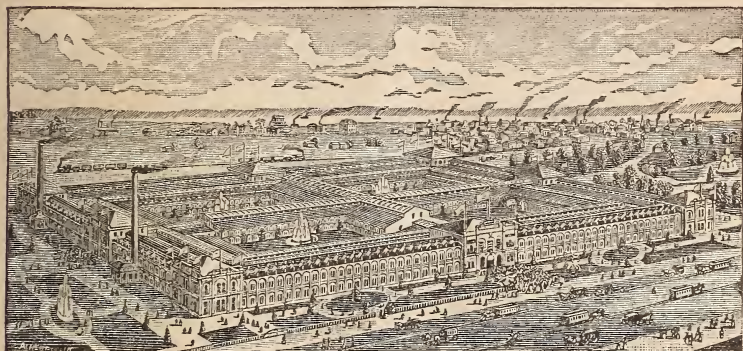
THE arrangement of the Southern Exposition of 1886 will be entirely new. The Music Hall has been refitted, and the Art Gallery has been placed in the south nave of the main building. The last-named arrangement removes the objection so often made that visitors are drawn away from the exhibits by attractions far removed from the main building.

ATTENTION is invited to the illustrated pamphlet issued by the Southern Exposition which contains all the information that an exhibitor may desire. The many improvements that have been added to the convenience of the Exposition building are fully described in the pamphlet, and the successful results of other years, to both exhibitor and Exposition, are stated.

THUS far each succeeding year has given prompter indications of the strong hold the Southern Exposition has on exhibitors. In 1883, the first application for space was in the middle of June; in 1884, about June 1st; in 1885, on April 4th; for 1886, over fifty applications had been filed on March 15th. In 1883, the first exhibit arrived less than thirty days before the opening; in 1884, about the same time; in 1885, the first arrival was sixty days before the opening, while in 1886, several car-loads of exhibits arrived four months before opening day, and a number of valuable exhibits were also in the main building, having been left over from 1885, to take part in the Exposition of 1886.

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THE
Southern Exposition
—AT—
LOUISVILLE, KY.



VIEW OF MAIN BUILDING.

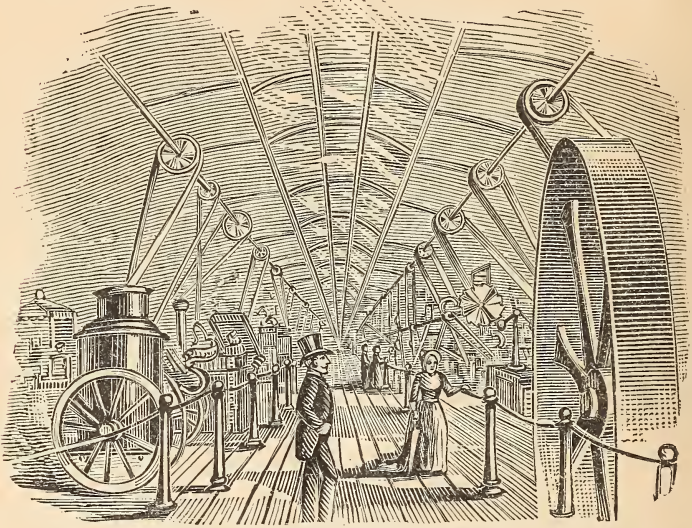
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SOUTHERN EXPOSITION, AT LOUISVILLE, KY.

1886.

Opens August 28th, Closes October 23d.



1886	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	1886	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Jan.	1	2	July	1	2	3
	3	4	5	6	7	8	9		4	5	6	7	8	9	10
	10	11	12	13	14	15	16		11	12	13	14	15	16	17
	17	18	19	20	21	22	23		18	19	20	21	22	23	24
	24	25	26	27	28	29	30		25	26	27	28	29	30	31
Feb.	...	1	2	3	4	5	6	Aug.
	7	8	9	10	11	12	13		8	9	10	11	12	13	14
	14	15	16	17	18	19	20		15	16	17	18	19	20	21
	21	22	23	24	25	26	27		22	23	24	25	26	27	28
	28		29	30	31
Mar.	Sept.

Apr.	Oct.

May	Nov.

June	Dec.



The Southern Exposition.

The Southern Exposition at Louisville, Ky., is a corporation chartered by the Legislature of the State of Kentucky. The company was organized on October 30, 1882, and its affairs are managed by a Board of Directors composed of a president, five vice-presidents, and twenty-five directors. The cost of the property owned and fully paid for by the company is as follows: Land, \$92,815.00; improvements, \$251,646.32; operating machinery, \$45,041.42; furniture, \$7,110.96; making a total of \$396,613.70. The company has other land and property under lease and hire, which make the aggregate value of property under its control and devoted to its use exceed \$500,000.00.

The exhibitions of the Southern Exposition have been, by far, the largest and most important ever held in the world without the aid of Government. Financially it has been more successful and has more to show for the expenditure of its money than any exposition in the world. To-day it has beautiful and convenient exposition buildings and grounds, with a main building of fifteen acres area, an average interior height of forty feet, and an exhibit space therein of six hundred and seventy-seven thousand four hundred square feet. The company owns every necessary appliance for a great exhibition, and in one week's time could be ready for the reception and placing of any number of exhibits. This is the only great exposition that has ever been fully and successfully lighted in every part at night by electric lights, and the electric light system is the largest single plant in the world. The exhibition hours are from 9 A. M. to 11 P. M., and through several seasons the average daily admissions have been seventy-four hundred.

No other exposition has ever offered so much to exhibitors at so little cost. No charge is made for space and no exhibit entry fee is charged. Exhibit freight is brought by rail, without transfer, to the doors of the main buildings, where, without cost to the exhibitor, it is unloaded and conveyed to the space assigned to the exhibitor, and when the goods are unpacked, the company carries away the boxes and cases, stores and protects them, and at the end of the exposition delivers them to the exhibitor and when they are packed conveys them to the railroad and loads them on the cars. In addition to this the company accommodates its exhibitors by advancing the freight charges on goods brought to its doors by rail. The Southern Exposition recognizes the fact that the exhibitor is a part of the exposition, and does everything in its power to contribute to the comfort, pleasure, and profit of all its exhibitors.

The Southern Exposition presents itself as an independent, self-sustaining, and successful institution, and it invites exhibits from all parts of the world. Its personal references are three thousand exhibitors and a million and a half visitors, resident in various parts of the United States and foreign countries.



DISTRIBUTION OF POPULATION BY DRAINAGE BASINS.

	AREA IN SQUARE MILES.	POPULATION.	POPULATION TO SQUARE MILES.
Mississippi River	1,240,039	21,821,254	17.5
Yazoo River	13,939	374,542	26.8
Illinois River	37,558	1,347,123	35.8
Rock River	9,792	485,578	49.5
Wisconsin River	11,520	199,850	17.3
Chippewa River	8,892	79,412	8.9
St. Croix River	7,164	56,841	7.9
Minnesota River	13,428	193,557	14.4
Cedar River	7,416	374,587	50.5
Des Moines River	14,652	349,349	23.8
Ohio River	201,720	9,567,989	47.4
Tennessee River	43,897	1,243,774	28.3
Cumberland River	18,573	628,508	33.8
Kentucky River	6,380	246,427	38.6
Green River (of Kentucky)	7,800	336,967	43.2
Licking River	3,658	221,477	60.5
Kanawha River	11,630	270,132	23.2
Monongahela River	7,318	413,294	56.4
Alleghany River	11,437	627,334	54.8
Miami River	3,636	398,783	109.6
Scioto River	6,480	384,816	59.2
Muskingum River	8,016	500,746	62.4
Wabash River	31,505	1,715,612	54.4
Big Sandy River	5,915	109,402	18.4

The Southern Exposition

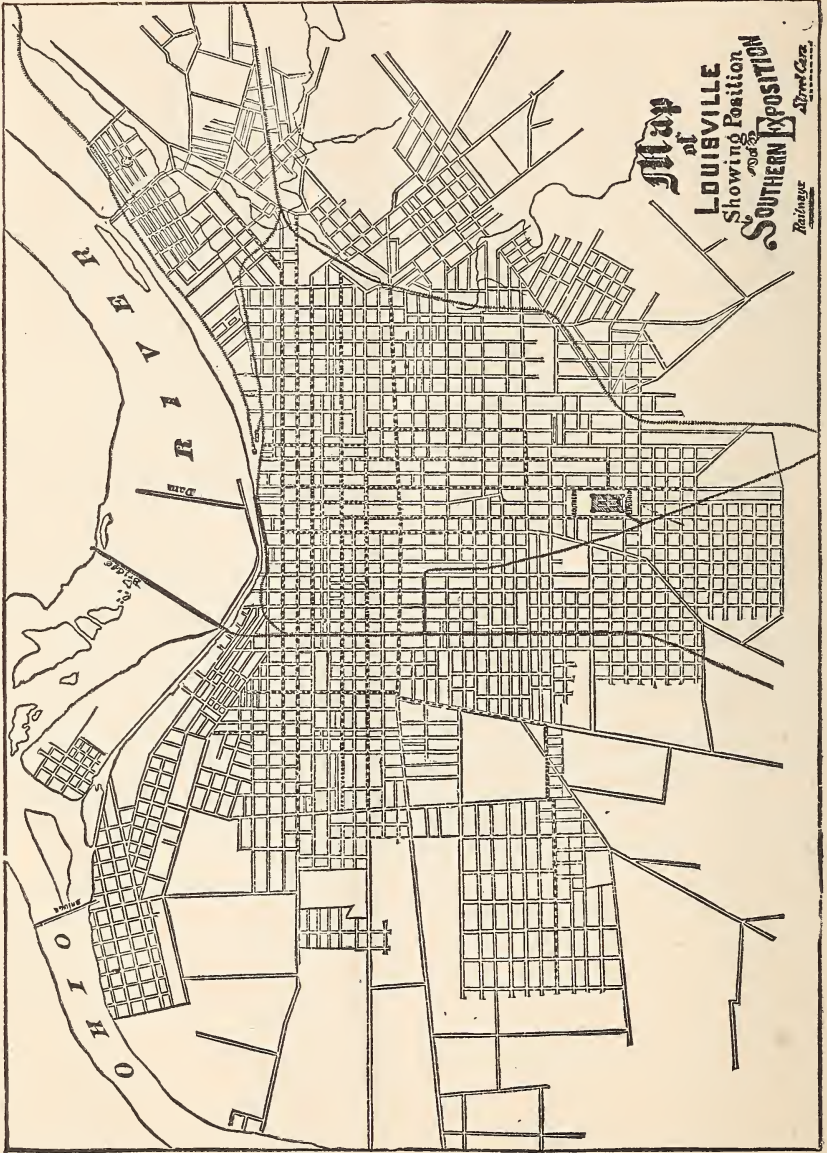
A REMARKABLE CIRCLE.

Within a radius of 300 miles of Louisville there are 11,000,000 of people. That is, within a half-day's journey for the most remote of this vast population live one-fifth of the entire population of the United States. This 300 miles' radius, sweeping around Louisville as a center, traverses in every direction only land, and land occupied by a full population on every side. Such a circle about the most crowded seaport is half, and in many cases more than half, water. Such a circle further west embraces large areas of unpeopled lands and uncultivated waste. Such a circle further north takes in the waters of the great lakes and the thinly-peopled lands of the far North. Such a circle circumscribed about Louisville not only holds within its circumference the largest population of any like circle around any city, but it embraces sections of all the various productive belts delineated on the census maps of productive areas. Every color indicative of peculiar production used on the census maps is found within the circumference described around Louisville by this remarkable radius, and hardly an appreciable section of this circle is without direct railroad connection with Louisville, whether it lies to the north, the south, the east, or the west.

The shifting drift of population finally, in 1880, fixed its center in Kentucky. The more even expansion of the railroad system of the United States had extended its benefits to the South and South-west as well as to the West and North-west, and Louisville soon found that in addition to its natural central geographical position and its neighborhood to the center of the plane of population, it had become artificially a great railroad center. No other city in America has such surroundings of population, products, railroads and excursion facilities. It is this radiating diversity of want and means that makes the Southern Exposition the best selling exhibition ever known to exhibitors.

The following figures from the census report of 1880, show the population of the surrounding States, and the population of the parts of those States within the 300 mile radius referred to above:

STATE.	POPULATION.	WITHIN CIRCLE.
Kentucky	1,648,690	1,648,690
Ohio	3,198,062	2,461,518
Indiana,	1,978,301	1,978,301
Illinois	3,077,871	2,284,572
Missouri	2,168,380	475,189
Tennessee	1,542,359	1,411,025
Mississippi	1,131,597	24,738
Alabama	1,262,505	247,441
Georgia	1,542,180	203,447
West Virginia	618,457	241,622
Virginia	1,512,565	108,923
North Carolina	1,399,750	93,489
Total	21,080,717	11,178,955



THE SOUTHERN EXPOSITION.

THE CITY OF LOUISVILLE.

The city of Louisville is situated in north latitude $38^{\circ} 17'$, and in longitude $85^{\circ} 45'$ west, upon an elevated plain on the south bank of the Ohio, in a great southern bend of that river. According to the census report of 1880, it is near the center of population of the United States, and geographically it occupies the middle point in the eastern half of the United States.

Louisville is one of the most important railroad centers in America, and its geographical position so favors the advantage of its railroad connections that it is but one night in a sleeper from almost every important city in the United States. A more central point geographically, or one more accessible by easy travel, could not be found; and the fact that it stands on the border line between the north and south, and between the east and west, makes it an appropriate place for the several sections to gather and exhibit to each other the particular products of their industry.

Louisville is one of the most attractive cities in the country—situated on a plain seventy feet above the ordinary stage of water, with a splendid front of about ten miles for wharf purposes, and with an abundance of room for expansion. Its railroad facilities have greatly increased in the last few years, and it has long been the most prominent distributing point for the South. The streets are regularly and handsomely laid out, and the city is celebrated for the beauty of its private residences. The Exposition is so situated as to compel visitors to pass through the most attractive part of the city.

The following report of weather conditions is furnished from the record on file in the office of the Observer of the Signal Service, U. S. A.:

GENERAL SUMMARY FOR ELEVEN YEARS.

Mean barometer.....	30.037	Minimum temperature.....	—10
Mean temperature.....	57.1	Mean rainfall.....	48.91 in.
Mean relative humidity.....	65.1	Mean number of days on which rain fell,.....	154
Mean maximum temperature.....	97.1	Prevailing direction of wind.....	South.
Mean minimum temperature.....	—2.3	Highest water in canal.....	44 f. 5 i.
Maximum temperature.....	104.6	Lowest water in canal.....	1 f. 11 i.

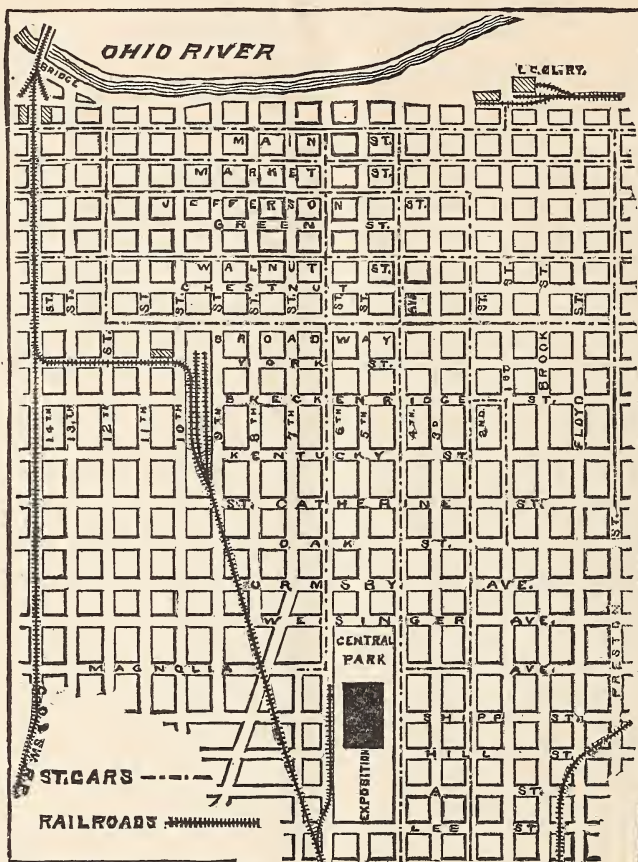
ACCOMMODATIONS FOR VISITORS.

There is no city in the United States that, in proportion to its population, has the hotel and private accommodations for visitors that Louisville offers. The city of Louisville is a city of separate and spacious homes, and the exhibitors in the previous exhibitions of the Southern Exposition, who were residents here for many weeks, will bear testimony to the comforts and conveniences that were easily obtainable at reasonable rates. It was seldom during the crowded periods of the exhibition that visitors could not readily secure good quarters in convenient localities, if they did not desire to stop at a regular hotel, or if the hotels were suddenly filled to their capacity.

While personal hospitality in all large cities is a matter mostly dependent upon some social connection or introduction, there is a certain cordiality, if not hospitality, in the reception of strangers that more or less marks the general character of a community. That quality speaks better in deeds than in words; but in urging strangers to come among us, it is not inappropriate to invite inquiry on that score, because the manner of reception has much to do with the pleasure of a stranger's sojourn in any place. Whether one is to have a good time is an important consideration in determining where one is to go.

The Southern Exposition,

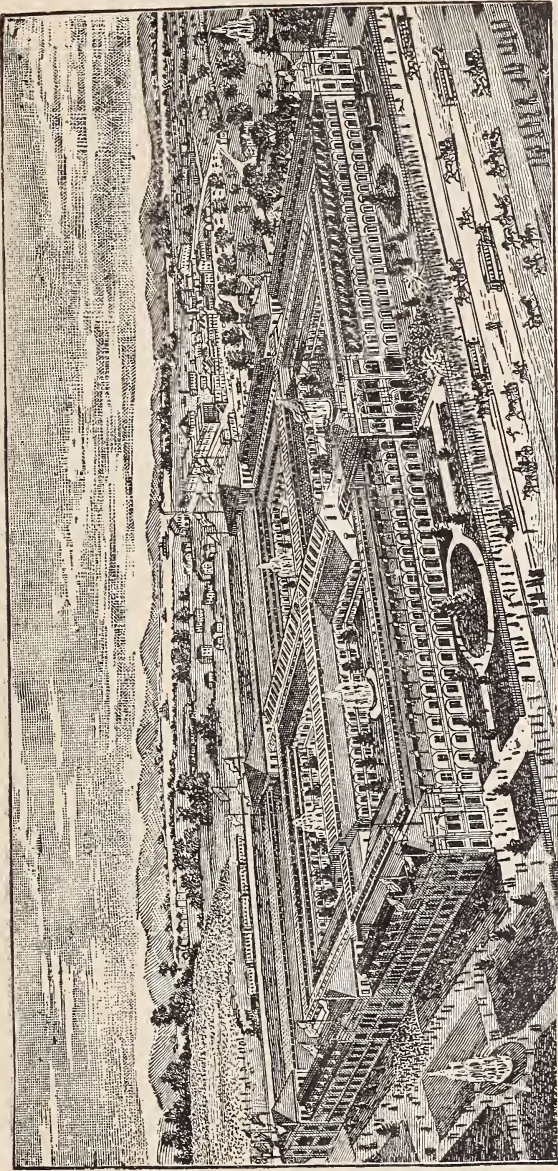
LOCATION OF GROUNDS.



Fourth street is the great retail street of Louisville and is the most popular and fashionable promenade. At the southern end of the customary promenade and in the midst of the most fashionable residence part of the city, are situated the Southern Exposition Grounds.

These grounds are accessible by horse-car lines from every part of the city, but their convenient location makes it an agreeable walk from the hotels and many residences. The Transfer Railway, which connects all the many railroads coming in to Louisville, runs along the south and west sides of the grounds, and has a switch running to the south doors of the main building. The company also has a passenger railway station near the west main entrance, so that travelers from any point can be landed at the Exposition entrance.

The Exposition grounds are less than a mile south of Broadway, and between the grounds and Broadway, extending east and west, is almost the entire residence territory of the city. The most fashionable quarter of the city is the territory adjacent to and extending north several blocks from the Exposition grounds. As the electric lights are turned down at night, it is no uncommon thing to see thousands of persons starting away on foot for an easy walk to their homes. Many exhibitors find homes within a few blocks of the Exposition, and seldom make use of the horse-cars. Fifteen or twenty minutes by horse-car takes strangers to the most distant hotels on the most crowded nights. No city in America offers more conveniences of every kind to visitors than Louisville. The hotels have long been celebrated and gave character to the town among tourists before Louisville became the important railroad, commercial and manufacturing center it now is.



VIEW OF THE SOUTHERN EXPOSITION BUILDINGS.

A. STREET

6TH AVE.

4TH AVE.

S.W. SECTION.

COURT.

N.W. SECTION.

COURT.

S.E. SECTION.

COURT.

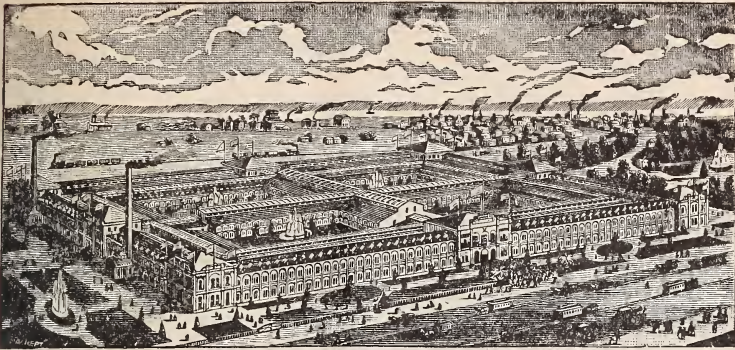
N.E. SECTION.

COURT.

LINE OF SHAFTING.

CENTRAL PARK.

The Southern Exposition.

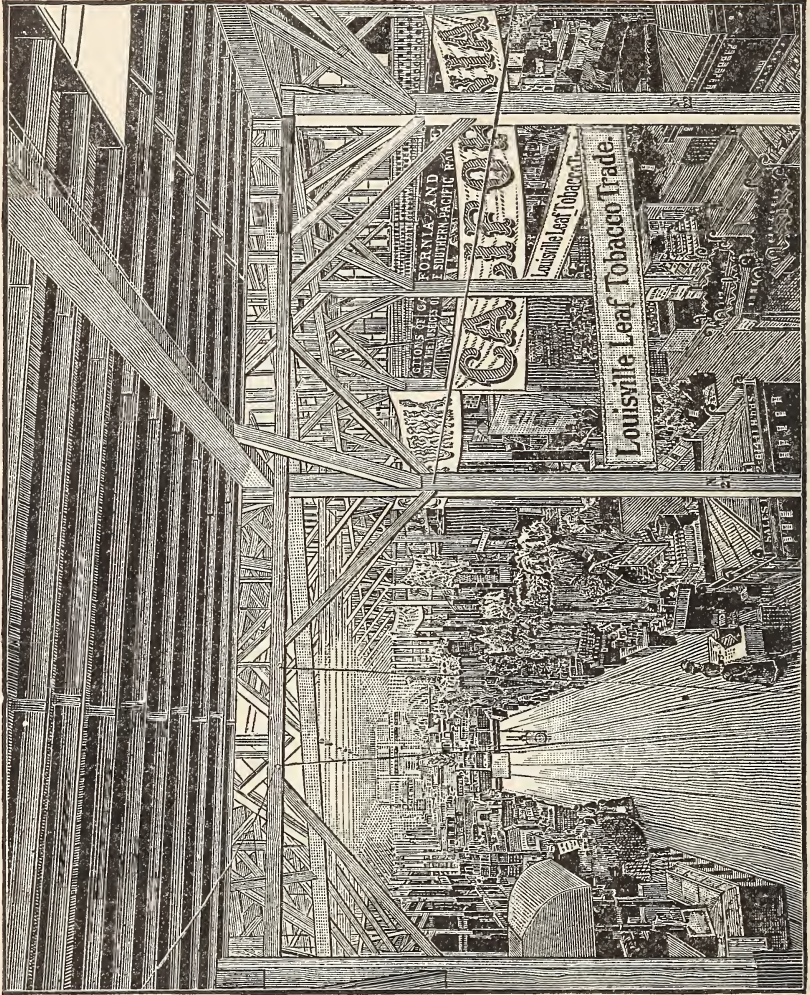


THE MAIN BUILDING.

The main building of the Southern Exposition is one of the handsomest structures of the kind ever erected and is particularly well adapted to its purposes. At each corner, and in the middle of each front, is a tower-like building 75 feet square and about the same height. The four courts in the middle of the building are 100 feet apart, thus forming in the center a cross, with north and south naves each 240 feet long by 100 feet wide, and a transept 630 feet by 110 feet. The whole of the roof over this cross is 65 feet high. The courts leave on their exterior sides four grand divisions of the building; those running north and south being 920 feet by 150 feet, that on the north, running east and west, being 630 by 150, and that on the south being 630 feet by 210 feet for half the distance and 150 feet wide for the remainder of the distance. The ordinary height of these parts of the building is 45 feet, while over the galleries it rises to 65 feet. The building is two stories high, the second story opening into the gallery. Down the middle of each section of the building is a continuous skylight, on each side of which, at a proper distance, extend successive skylights at well-adjusted intervals. In making the tour of the building the visitor passes under 75,000 panes of glass.

PLAN OF GROUND FLOOR.

The opposite cut represents the ground plan of the main building, which is 920 by 630 feet. The machinery department is in the south, and is indicated by lines of shafting. The admission entrances are on the east and west sides, through eight turnstiles, which have registers attached. The north entrance communicates with the park. The interior of the building is remarkably well lighted, and there is not a dark corner in any part of the vast structure. The four courts represented in the cut afford ample ventilation, and, with their fountains and grass-plots, are pleasant places of resort. The music hall is situated between the two east courts, and is 240 feet long by 100 feet wide. At its north end is a stage of graceful design, in which the great bands are seated, and which throws the sound of the music about 700 feet to the south end of the nave. At the south end of one of the south courts there is a pump-tank 70 by 30 feet, into which powerful pumps throw jets of water. South of the building are the boiler-houses and saw-mill buildings. A broad gallery runs entirely around the inside of the building, and in this gallery are placed the Executive offices over the east entrance, the press room at the north, and the exhibitor's assembly room at the west entrance. The railway passenger station—not shown in the cut—is opposite the west entrance, and here the excursion trains are landed. Lines of horse-cars land passengers at all the entrances. The railway track, not seen in the cut, delivers freight at the south door. At each of the entrances are waiting rooms for ladies and gentlemen. At the north entrance is the police office, where may be left reports of missing children or lost articles, or any information obtained. The mode of admission is by deposit of a silver piece or a railroad coupon admission ticket at the turnstile, through which the visitor passes. Inside the grounds will be found restaurants, lunch-counters, saloons, and all the usual privileges that minister to the wants of a hungry and thirsty crowd. The gates are opened for visitors at nine o'clock in the morning, and are closed at night when the crowd gets out, after the slowing down of the electric lights, at about half-past ten o'clock.



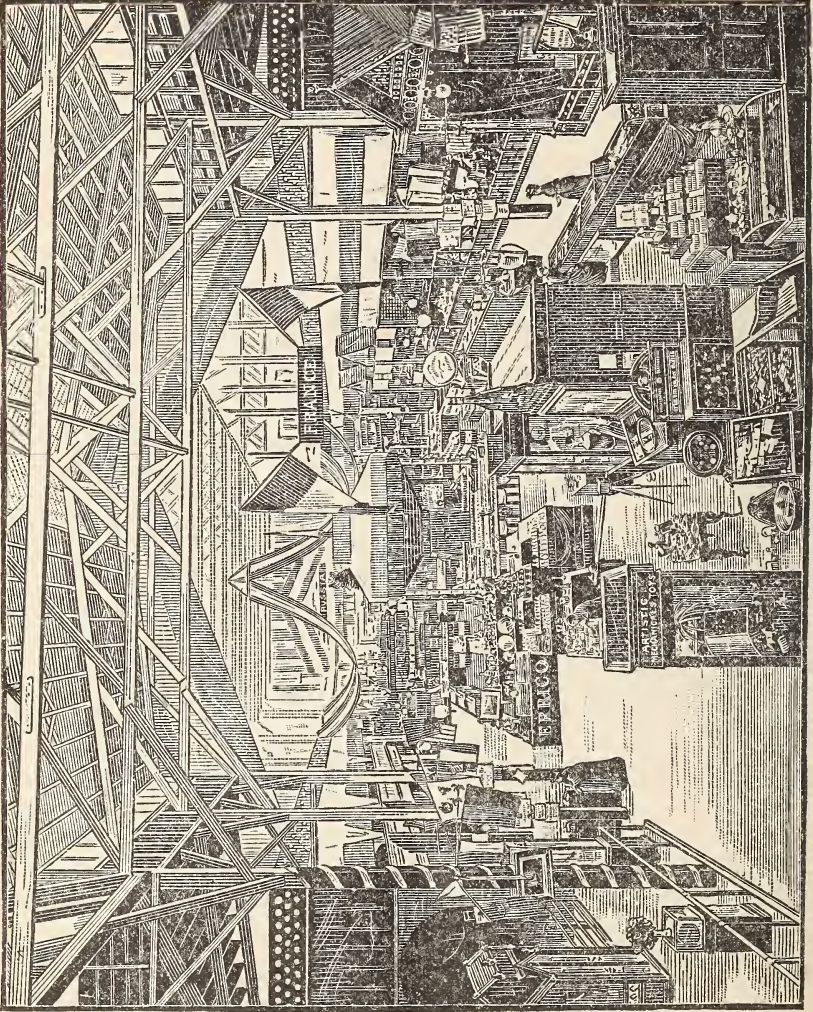
SOUTHERN EXPOSITION—VIEW OF NORTH SECTION IN 1885.

The Southern Exposition.

THE INTERIOR VIEWS.

The general idea carried out in the arrangement of the exhibition is the illustration of the methods and products of industry, from the simplest to the most intricate machine, and from the raw material through the various processes to the most highly-finished manufactured articles. For this purpose the main building is arranged in several general departments with as much definiteness as the convenience of exhibitors will allow, but with enough certainty to guide the visitor. The north end, a section 630 x 150 feet, is designed for the display of natural products; of course, in State and other large collective displays it is impossible to separate entirely such products from manufactured goods but as near as may be, the north section is devoted to the products of the earth. A full page view of this section is given, as it appeared at the Southern Exposition of 1885. The view is from a photograph taken when visitors were not present. In examining it, the spectator is supposed to be in the north-east gallery, and to be looking west. The section thus presented communicates on the west side with a section 300 x 150 feet extending south, in which are displayed agricultural implements, vehicles, still agricultural machinery, and kindred objects, the general idea being to pass from the department of natural products into a department containing the various implements and means that may be used in tilling the soil and separating and transporting the products of the earth. The prolongation of this section, 300 x 150 feet into the machinery department, presents agricultural machinery, mills, and displays of like character in motion. The southern end of this extension communicates toward the east, with another section of the machinery department extending 300 x 150 feet, and prolonged beyond this by a section 300 x 200 feet to the east side of the main building. This last section is presented in a full page illustration, giving a view of about one-third of the machinery department as it appeared in 1885. In the section thus shown, are placed the heavier machinery, showing the generation of steam, and application of motive power and similar features, and here is placed the generating plant of the electric light system. This section, again, opens at its east end into a section running north 300 feet by 150 feet, in which is congregated the light-running, and textile fabric machinery. Passing on toward the north, the visitor enters a section of corresponding dimensions in which are displayed manufactured goods of every kind. Thus by starting at the north-east corner of the main building, and making the tour of sections on the four sides, the visitor passes in review the products and processes of industry, from the roughest raw material to the finest manufactured goods.

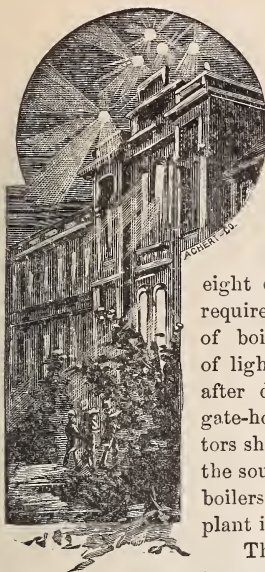
The sections described above are on the outside of the interior cross formed by the four courts, which are delineated in the illustration of the ground-floor plan. The north arm of this cross, 240 x 100 feet, is the music hall, and the south arm is the art gallery, of like dimensions. The transept is 600 x 110 feet, and is devoted to miscellaneous displays. This section is illustrated by a full page view of its appearance at the Southern Exposition of 1885.



SOUTHERN EXPOSITION.—VIEW OF THE TRANSEPT IN 1885.

The Southern Exposition.

THE ELECTRIC LIGHTING.

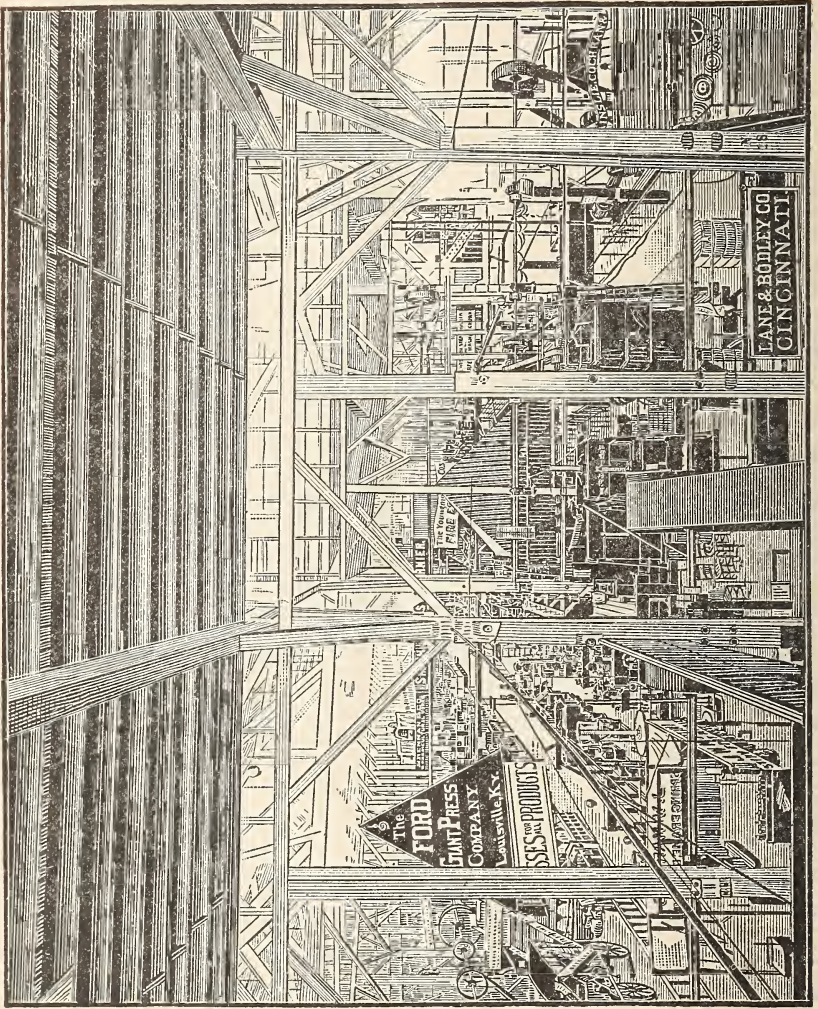


Few visitors who observe the electric lights in the Southern Exposition think of the vast space which has to be illuminated. There are thirteen acres under roof, every foot of which has to be lighted. This is done by a system of arc and incandescent electric lights, which furnish over a million candle power, that is, it would require a million candles to be lighted every night to furnish the same amount of light. The electricity is generated in seventeen dynamo machines, which are run by eight engines, representing 850 horse-power. The steam required for these engines is furnished by four batteries of boilers. After the visitors leave at night a circuit of light is turned on for police purposes, which runs until after daylight. The outside of the buildings and the gate-houses and boiler-houses are similarly lighted. Visitors should not fail to examine the electric light plant at the south end of the Main Building, and the engines and boilers, as they constitute the largest electric light single plant in the world.

The Southern Exposition, except for the great importance of its other features, might be considered an electrical exhibition. The illuminating system for practical use and convenience, the representative displays of light by systems placed on exhibition, the requirements of displays requiring electric power, make the Southern Exposition bring within the area of its boundaries more electricity than has ever been generated and expended on any equal space anywhere in the world.

No large exposition had ever been opened at night, until the Southern Exposition inaugurated that feature at its first exhibition in 1883. The attempt at the World's Exposition at New Orleans to follow this example was not successful, and resulted in hardly more than police light from the electric light systems there tried. The Southern Exposition lights up all its grounds and buildings, and in brilliancy of light as well as attendance, the evening is the most agreeable time for seeing the exhibition. Visitors who come in during the day are well repaid for waiting to see the gradual unfolding of the hundreds of great lights that are turned on as the night approaches. It is a common practice for parties to go to the Exposition for this purpose, arranging to take their supper at one of the places for refreshment in the evening sun-light, and thence pass in to the dusk of the building to watch the expansion of the electric light.





SOUTHERN EXPOSITION—SECTION OF MACHINERY DEPARTMENT IN 1895.

Southern Exposition.

MACHINERY DEPARTMENT.

The area of the Machinery Department of the Southern Exposition is as follows:

Section 1, 240 x 150	36,000 sq. feet.
Section 2, 300 x 200	60,000 sq. feet.
Section 3, 300 x 150	45,000 sq. feet.
Section 4, 240 x 150	36,000 sq. feet.
Total	177,000 sq. feet.

In section 2 is a pump tank 60 x 30, with a capacity of 57,000 gallons, and with convenient steam connections or shafting for pumps.

The shafting is run in double lines giving the following lineal dimensions:-

East side	264 feet	
	264	528 feet.
South side	220	
	216	436 feet.
West side	280	
	272	552 feet.
Total		1,516 feet.

The boiler houses are situated at the south end of the main building. On the east side are three batteries of four boilers each, and on the west side one battery of four boilers, making sixteen boilers, 42 inches by 24 feet. The engine power is furnished by engines selected each year so as to give variety to the engine display and opportunity to the different engine builders. The power usually required is from 1,000 to 1,400 horse power to drive the electric lights and the machinery exhibits.

A switch from the Louisville & Nashville Railroad comes into the grounds at the south end and delivers freight at three platforms opposite the receiving doors. These platforms are connected by inclined planes with the main floor, and this makes the handling of freight a comparatively easy matter. The handling of exhibit freight is one of the most difficult problems in the management of an Exposition. Those who have been subjected to the obstacles and delays, and the great expense encountered elsewhere appreciate the facilities provided by the Southern Exposition. During each of the several seasons of the exhibition more than a thousand car-loads have been brought to the receiving platforms without a single blockade or delay in the prompt delivery of the goods on the designated space. From the heaviest to the lightest article, everything that arrives at the doors is speedily, carefully, and safely carried at once to the exhibitor's particular place.

The Southern Exposition seems to be particularly well situated for profitable exhibiting of machinery. At the end of one season, when the subject was traced up, it was found that out of 600 car-loads of machinery coming from the East, only 100 car-loads went back to their original place of shipment; the balance all having been sold during the exhibition, and at the close shipped to the purchasers. The reason for this is explained in the accompanying description, entitled "A Remarkable Circle," explaining the peculiar relation of the Exposition to the various areas of different productions as delineated on the census maps.

In this connection attention is invited to the accompanying view of section 2 of the Machinery Department as it appeared at the Southern Exposition of 1885. This view is only of one-fourth of the Department, and was taken from the gallery which runs around the entire inside of the main building.



HENRY MOSLER.—THE LAST SACRAMENTS.—(60 x 44.)

In 1885 the Southern Exposition at Louisville, Ky., subscribed one of the premiums for the Prize Fund Art Exhibition in New York. The above was awarded a \$2,500 prize, and was drawn by the Southern Exposition.

The Southern Exposition.

THE ART GALLERY.

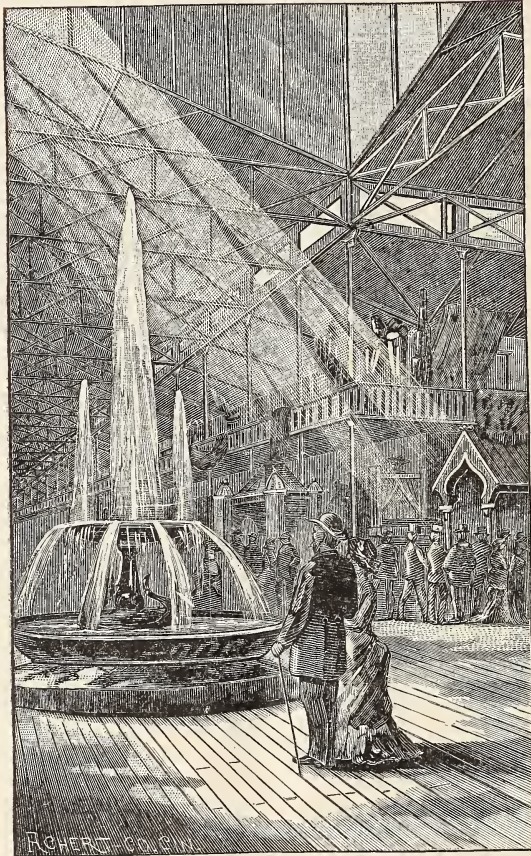
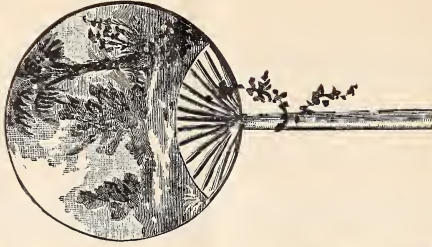
As an art exhibition the Southern Exposition has never been excelled in America. The Art Gallery of 1883 was by far the finest collection of paintings ever to that time offered to the public anywhere in this country. In 1884, the gallery maintained its high character, and an effort was made to give prominence to the works of American Artists.

In 1885, the First Prize Fund Art Exhibition was held in New York in April and the large prizes offered, and the reputation of the exhibition commanded the highest work from American studios, and the best paintings of American artists abroad. The prizes were provided by the five leading art cities of this country, and the Southern Exposition, representing Louisville, offered one of the prizes, and thereby became entitled to one of the five prize paintings. The splendid painting thus secured is now in the Polytechnic Institute of Louisville. By the terms of agreement made with the American Art Association, in connection with the Prize Fund Exhibition, the Southern Exposition secured the exhibition in its Art Gallery of all the prize paintings, and the entire collection presented in New York in April of that year.

The Second Prize Fund Art Exhibition of America was fixed for April, 1886, and the Southern Exposition again became a subscriber for one of the prizes, and thereby, under a special agreement, became entitled to the exclusive right to have the entire collection on exhibition during the full period of the Exposition of 1886, beginning August 28th and ending October 23d. In addition to the Prize Fund collection thus secured in each of these years, the American Art Association through the skill, supervision, and excellent judgment of Mr. Charles M. Kurtz, the director of the Southern Exposition Art Gallery from its inception, obtained a large number of paintings belonging to private owners or still in the possession of artists, which were added to the collection.

It will from this be seen, that whatever is best in American Art that can be brought out in New York through the inducements of the Prize Fund Exhibitions, and whatever is available from private collections through the powerful influence of the American Art Association, is brought to the Southern Exposition to fill the Art Gallery. By liberal expenditure of this kind, and by participating in the endeavor to promote American Art, the Southern Exposition is enabled to present each year something more than the scant and poorly-selected collections of paintings, that are conventionally denominated "art galleries" in the ordinary American expositions. The Southern Exposition obtains the best art, as it does the best music every year, and thus has it in its power to present the successive evidences of the development of art in our country.

The inconvenience of having the Art Gallery at such a distance as in 1883, '84, and '85, was obviated in the preparation of the Exposition of 1886, by arranging a new Art Gallery opposite the music hall. This arrangement adds very much to the attractiveness of the art collection, and very much increases the brilliancy of the ensemble of the Exposition. It also gives much satisfaction to exhibitors, who have complained that the attraction of the Art Gallery at such a distance drew too many people from the main building.



The Southern Exposition.

ITS MUSICAL ENTERTAINMENT.

The Southern Exposition at Louisville, Ky., was the first institution of its kind to offer visitors the best concert music that could be obtained. During the whole of each season it provides every day two concerts to which visitors have free access. These concerts are given by musical organizations that would command large audiences, as independent entertainments, in any city in the United States.

In 1883 and 1884 the famous military bands of Gilmore and Cappa were engaged. In order to diversify the musical entertainment and to meet the earnest demand for both orchestral and military music, Damrosch's orchestra and Cappa's band were engaged in 1885.

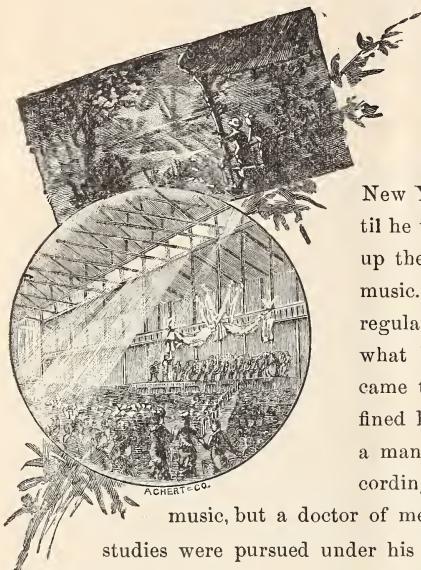
The orchestral music met with so much success, and the variety thus offered was so generally approved, that for 1886 a still bolder venture was made in this direction and Damrosch was again engaged, but with his organization augmented in force to the full number of his Grand Orchestra, of sixty-two members, from the Metropolitan Opera House of New York, and Cappa, with his greatly-improved and strengthened military band, was re-engaged. The magnitude of such an undertaking as an incidental part of the attractions of a great exposition may be inferred from the fact that the Southern Exposition, during its several seasons, has devoted the aggregate sum of \$107,220 in money for payment of the musicians of these celebrated musical organizations. A series of several concerts by Damrosch's orchestra would be considered an important musical event anywhere in the world, which would not only attract large and cultivated audiences at the highest concert prices for admission, but would be made the subject of general and widespread remark and notice.

At the Southern Exposition of 1886 Damrosch, with this full grand orchestra, gives forty-eight consecutive concerts free to every visitor. So valuable is the opportunity thus afforded, considered by lovers and students of music, resident in Louisville or who come for the purpose to reside in Louisville during the period, that hundreds of persons holding Exposition season tickets never miss a single concert. The effect of these long-continued musical treats has been to make Louisville the musical center of the West and South, and to give conspicuous importance to the Southern Exposition Spring Musical Festivals.

The Music Hall of the Southern Exposition is one of the most convenient and commodious in America. Its acoustic properties are admirable, and at night it is brilliantly illuminated by electric lights.

Southern Exposition.

THE MUSICAL DIRECTORS.



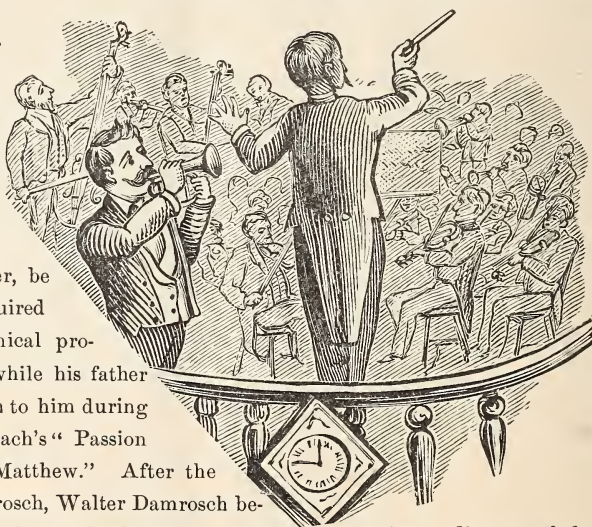
WALTER DAMROSCH was born in Breslau, Silesia, where his father was conductor of the opera in January, 1862. He was nine years old when the family settled in New York. He went to school there until he was sixteen, from that time on giving up the greater part of his attention to music. While he attended school pretty regularly in his schooling days, much of what he acquired outside of his specialty came to him through the influence of refined home surroundings. His father was a man of great culture. He was not, according to the general belief, a doctor of

music, but a doctor of medicine. Young Damrosch's musical studies were pursued under his father. Liszt was a firm friend of Dr. Damrosch, and took great interest in his friend's son, giving him many valuable suggestions. At one time young Damrosch intended to become a

pianist. But finding, as he himself says, that he could not attain the highest rank in that branch of the profession, he abandoned the

idea; not, however, before he had acquired considerable technical proficiency. After awhile his father intrusted the baton to him during one rehearsal of Bach's "Passion According to St. Matthew." After the

death of Dr. Damrosch, Walter Damrosch became the director of several musical societies, and the assistant director of the Metropolitan Opera House, in New York. His engagement at the Southern Exposition of 1885 extended his reputation, and was followed by a successful year in New York. His re-engagement with a full orchestra of sixty-two performers for the Southern Exposition of 1886 was a further testimonial of merit and popularity.



The Southern Exposition.

THE MUSICAL DIRECTORS.

Signor Cappa was born in 1834 at Alessandria, that old town famous for two things in that sunny land's history. It has a celebrated fortress which has made it often called the Key to Italy, and it is famous for producing a wine of most exquisite vintage. A better can not be found in Italy, and it is to other wines what the Fountain of Trevi, so lovingly dwelt upon by Hawthorne, is to other waters.

His father had been a soldier of fortune, having followed the eagles of the first Napoleon through the horrors of that awful Russian winter which so few of that magnificent army survived. The senior Cappa rose to the rank of Major, but a bullet wound in his leg was received on the retreat from Moscow, and he died when his boy was but four years of age. Four years later the child began the study of the rudiments of music, and when ten years old he began playing



upon the trombone, his favorite instrument to this day. His father's profession gave him the right to enter the Royal Academy at Austi, and here he matriculated in his tenth year.

Five years later the boy went out from the academy. Though only fifteen years old he enlisted in the army as a musician, becoming the trombonist for the Sixth Lancers. He remained with that regiment six years, and then enlisted on the United States frigate Congress, at Geneva. At the close of a two years' cruise he landed in New York, and for the last five and twenty years of his life he has been a good American citizen. He married a daughter of the land of his adoption, and they have six children.

Cappa has been connected with the Seventh Regiment Band for over twenty-three years. He was first a trombone soloist, and then a player upon the euphonium, which had just been introduced. Upon the latter instrument he was reputed in his day to be the finest performer in America. The trombone was and is his favorite, however. He has been bandmaster since 1881.

The N. Y. Seventh Regiment Band is the most famous military band in America, and when it gives concerts in New York, it draws immense audiences. At the Southern Exposition it gives two concerts each day in the grand music hall, in the main building.

Mr. Cappa has been engaged at the Southern Exposition during four seasons. He and his band are very popular, and are always warmly welcomed in Louisville, and by the crowds of visitors to the Southern Exposition.

Southern Exposition

— AT —

LOUISVILLE, KY.

RULES AND REGULATIONS FOR EXHIBITORS.

1. Each person who becomes an exhibitor thereby acknowledges and undertakes to observe the rules and regulations established for the government of the Exposition. The right to alter and amend all rules is reserved.

CHARGES.

2. No exhibit entry fee will be charged, and there will be no charge for space.

3. The price of the exhibitor's season admission ticket will be five dollars, and in the event of change in the personal attendance on an exhibit, such ticket will be transferred to the new attendant. These tickets will be sold only to exhibitors making a display for themselves and their *bona fide* attendants. The right is reserved to cancel any such ticket wrongfully obtained or misused.

4. A fee of five dollars will be charged an exhibitor who enters all or any part of his display for competition. This does not mean a fee for each article or each class of articles entered for competition, but only one fee for each exhibitor to whom an award might be made. Until the fee is paid an exhibitor will not be listed for competition, and after it is paid the exhibitor can not withdraw from competition.

SELLING PRIVILEGE.

5. Exhibitors will be allowed to take orders for goods delivered elsewhere than from the Exposition grounds without charge. But an exhibitor may vend articles deliverable on the grounds only under special agreement with the Exposition Company. Written application must be made for permit to sell, and the articles must be specifically enumerated. The charge for the privilege of selling will be a stated sum payable in advance in cash, and will not be a commission on sales.

ASSIGNMENT OF SPACE.

6. Assignment of space will be made as rapidly as possible after reception of the application. With due regard to the general arrangement of the exhibition, the first applicants will have first choice of space. Assigned space not occupied by the opening day will be liable to forfeiture and assignment to other applicants.

SHIPMENT OF GOODS.

7. To insure prompt delivery to space, all invoices, boxes, and packages must conspicuously have on them the name of the exhibitor and the location in buildings. The address should be to "The Southern Exposition, Louisville,

Ky." The railroads deliver freight at their respective freight depots in Louisville. A transfer railway connects all these depots, and runs a switch into the Exposition grounds to the doors of the main building. The cost of this transfer to Exposition is two dollars per car. Hauling from depots to Exposition is from seventy-five cents to two dollars a wagon-load.

RECEPTION OF GOODS.

8. All articles arriving at the doors of the buildings by rail, wagon, or otherwise will be received by the Exposition Company, and, without charge, will be delivered on the space granted, the boxes removed and stored, and at end of the Exposition returned, and, when packed, redelivered on cars or wagons at the doors for shipment. Exhibitors are expected to unpack and pack their own exhibits.

9. Articles in any way dangerous or offensive will not be admitted to the Exposition.

10. All steam power and heavy machinery must be received ten days before the opening day. Lighter machinery may have three days before the opening. All machinery must be in place and ready for running when the Exposition opens.

WHAT EXHIBITORS MUST PROVIDE.

11. Exhibitors must provide, at their own expense, all platforms, show-cases, shelving, counters, railings, fittings, and other conveniences and appliances they may need.

12. Exhibitors must place around the space allotted to them, along and within the boundary line of their space, railings of approved design. No railing will be allowed to project beyond the space, or to be set back so as to widen the public passage-way. The right is reserved to regulate the height and position of partitions, so that adjacent exhibits will not be placed at serious disadvantage.

13. All arrangement of articles and decorations must be in conformity with the general plan adopted by the Exposition Company.

14. Signs must not project over the aisles, nor be placed so as to obscure adjacent exhibits. The size of all signs will be subject to approval.

15. If other foundation than two (2) inch dressed floor, spiked on 3x4 stringers bedded flush, giving continuous earth bearing, is required, it will be at exhibitor's expense. The floor may be cut, when necessary for foundations, on written permit from the Exposition Company.

SPECIAL RULES FOR MACHINERY.

16. Exhibitors of Machinery are required to furnish their own countershafts, hangers, belts, belt-shifters, etc. The necessary quantity of water, steam, or steam power will be supplied gratuitously. The main line of pipe for steam, water, and sewerage is laid by the Exposition Company, but exhibitors must supply all connecting pipes. Joints will not be permitted on steam or water pipes over thoroughfares.

17. The exhibitor of machinery must furnish plat and elevation of his proposed exhibit or group of exhibits drawn on the least practical scale, with all important measurements plainly marked, including space between each part of a group of exhibits, and indicating direction from which power is wished. The exhibitor may retain original sketch and send the Exposition Company an accurate copy or tracing of the same. Main lines of shafting will be speeded at two hundred (200) per minute. They are constructed telescope form each way from driven section at center, or diminishing in size from four inches at center to two and one-half at each end. If desired, the Exposition Association will furnish pulleys for main line shafts to exhibitors at actual cost, provided they be

so ordered on return blank at time of formal application for space. If pulleys for main lines of shafts be furnished by exhibitors, they must be made in halves, well balanced and set screwed. If to be so furnished, the exhibitor will be furnished with size of line shaft at the section where space is assigned to him. Such pulleys must be plainly marked with the exhibitor's name and must be received in due time. The number of horse power required must be given for each exhibit and total power for a group of exhibits in one name.

EXPOSITION NOT LIABLE.

18. Exhibitors are expected to insure and take care of their own property. The Exposition will take precaution for the safe preservation of exhibits, but it is a part of the contract with exhibitors that the Exposition Company will in no way be responsible for damage or loss of any kind, or accidents by fire, water, leaks, or otherwise, however originating.

REMOVAL OF ARTICLES.

19. No article on exhibit can be removed except on written permit, and no such permit will be issued except on certificate of the cashier that there are no unpaid charges for freight, etc., against the applicant. After the close of the Exposition, all goods and fixtures must be removed as rapidly as possible.

APPLICATION FOR SPACE.

20. Application for space may be made on blanks, which will be furnished by the Southern Exposition on request, or may be made in writing in the following form:

To the Southern Exposition, Louisville, Ky.:

Application is hereby made for an allotment of Space for the following named exhibit, subject to prescribed rules and regulations:

DESCRIPTION OF ARTICLE.

(If several large articles or machines, describe each.)

PLAN OF EXHIBIT.

(General plan of grouping—counters, show cases, arches, pyramids, decorations, furniture, etc.)

KIND OF SPACE DESIRED.

(Ground floor, gallery, outdoor uncovered space, floor space, wall space or both, number of fronts desired to be shown.)

DIMENSIONS OF SPACE.

(State exact size of exhibit), without including allowance for passage. As to whole space desired, state length, breadth, number of square feet, and height required.)

POWER REQUIRED.

(State number of machines, actual horse power required for each, total horse-power for group, diameter of steam or water pipes, diameter of discharge or drain pipes, number of driving pulleys. State diameter, width of faces, and revolutions of each driving pulley. *The main lines of shafting are speeded at 200 revolutions per minute.*)

NAME OF MANUFACTURER OR PRODUCER.

(State correctly and legibly.)

NAME OF EXHIBITOR.

(State name of person, firm, or company in whose name the exhibit is to be entered. It is important to give the correct name here, as in this name the exhibit will be catalogued and the prize awarded if successful in competition.)

POST-OFFICE ADDRESS OF ABOVE.

(This means the address of the exhibitor as described above.)

NAME OF AGENT IN CHARGE.

(This means the name of the responsible agent who will have charge of the care and management of the exhibit.)

COMPETITION.

(State whether to be entered for exhibition only or for competition. In latter case, state that the competition entry fee of five dollars is inclosed with application.)

OBSERVANCE OF RULES.

State as follows: "In making the foregoing application the undersigned promises to observe all rules that may be prescribed by the Southern Exposition, reserving the right to appeal to the Board of Directors in case of any controversy."

Place and date.

Signature of applicant.

RULES OF AWARD.

21. There is but one grade of award which is the "Diploma of Honor." Selected jurors make recommendation to the Board of Directors, and that body in its discretion confirms the award. The following rules govern the award:

RULE 1. Recommendation for award shall be made on the printed cards furnished for that purpose.

RULE 2. No exhibitor can be a judge in the group in which he exhibits.

RULE 3. The duplicate entry card filled out by the exhibitor and filed with the Secretary, will be placed in the hands of the judges, and they will confine their examinations to the articles so named and described.

RULE 4. No complaint concerning any award or action of the judges will be considered unless it is made in writing and charges willful unfairness on the part of a judge, and is accompanied by an affidavit setting forth the facts.

RULE 5. After signing their recommendation for award, the judges will file the same with the Secretary for submission to the Board of Directors.

RULE 6. Judges have no right to reveal their award until the same is filed and certified by the Secretary. The Secretary will give a transcript of the award to the successful competitor, and thereupon he may attach a badge to the article, with the words, "Premium, Southern Exposition."

The exhibition hours are from 9 A. M. to 10 P. M., and exhibitors are expected to keep their exhibits open during those hours. The running hours for machinery are from 10 A. M. to 12 M., from 2 P. M. to 5 P. M., and from 7 P. M. to 10 P. M.



Freight Rates.

Circular No. 749—Joint Executive Committee.

TRUNK LINE COMMISSION,
346 Broadway, New York, Feb. 5, 1886.

RATES ON EXHIBITS.

Application for some concession in rates on exhibits having been received from the Southern Exposition, to be held in Louisville, from August 28, 1886, until October 23, 1886: It is hereby announced that on all exhibits forwarded to this Exposition, full tariff rates shall be charged, but that such exhibits, if unsold, and reshipped within thirty (30) days after the close of the Exposition, will be returned free by the roads, members of the Joint Executive Committee, who carried the same, upon presentation of a certificate signed by the proper officers of the Exposition, to the effect that the shipments are unsold exhibits which have paid full tariff rates one way, such certificate to be attached to the manifest of each shipment.

C. W. BULLEN,
Secretary.

N. GUILFORD,
Comm'r Freight Dept.

Foreign Exhibits.

TREASURY DEPARTMENT, OFFICE OF THE SECRETARY,
Washington, D. C., April 14, 1886.

SURVEYOR OF CUSTOMS, *Louisville, Ky.:*

SIR: In accordance with the recommendation contained in your letter of the 10th instant, you are hereby authorized to adopt in regard to the storage, exhibition, and sale of foreign articles at the Southern Exposition to be held at your city, the course indicated in the Department's instructions, relating to the Exposition of 1885.

Respectfully yours,

C. S. FAIRCHILD,
Acting Secretary.

THE SOUTHERN EXPOSITION.

The following extracts are made from letters from various classes of exhibits, for the purpose of showing the advantages of the Southern Exposition at Louisville, Kentucky, as an advertising medium. Many gratifying letters have been received by the Exposition, but the following extracts are only from those who mention specifically the advertising benefit received:

The Michigan Carbon Works' Fertilizers, Detroit, Mich.—We have had displays of our goods at all the principal Expositions held in the United States for ten years past. Most of them, especially Philadelphia and New Orleans, have been of great service to us, but the late Exposition at Louisville promises greater reward than any previous one we have attended. Louisville is a central point, visited by both Northern and Southern people, especially by business men, who are wide awake, keeping up with the age. So, from a selfish and business point of view, I most cordially urge that Louisville keep the Exposition flag flying, and that she have another just as often as she can. I trust, also, that the great International Fair, to be held in 1892, will be located in Louisville, as the most central and suitable in every respect.

The Buckeye Engine Co., Engines, Salem, O.—We deem it due your Exposition to make the following statement: Our company exhibited our automatic engine at your Louisville Industrial Exposition (which we understand your Exposition is successor to) in 1873, and every year thereafter, including your Exposition in and up to 1885, which has proven to be the cheapest and best advertisement we have made during this period. We have either sold the engine on exhibition before closing, or received sufficient orders to fully justify all expenses, and has been the means of introducing our specialty generally south of the Ohio river, procuring us a large number of orders, which we had not been able heretofore to reach otherwise.

Hawaiian Government, Dr. J. Mott Smith, Commissioner.—The Southern Exposition of 1885, according to my experience with the Hawaiian exhibit, was a satisfactory one. The management was prompt, courteous, and disposed to give every facility and possible convenience to exhibitors for the display or sale of their goods.

I found the buildings large, commodious, and thoroughly adapted to exposition purposes, easy of access from the city, and well attended by the public during its continuance. The Southern Exposition, appears to me, has now the facilities, means in hand, and reputation which will enable it to bring its future displays in contact with a large public, and both in an educatory and advertising way, to be of large benefit to its visitors and its exhibitors.

The Pioneer Silk Co., Silk Throwsters, Paterson, N. J.—This company having been exhibitors at the Southern Exposition, held in your city this fall, we desire to inform you of our experience of the favorable result. The publicity given to the quality of our manufactured goods has not only been the means of increasing our trade with our former customers, but has also been the means of introducing them to the notice of a large circle of buyers we had not hitherto been able to reach, indeed, we should never have received recognition from, except through the medium of the Louisville Exposition. We would, therefore, cheerfully add our testimony to many others to the importance and usefulness to all who desire to avail themselves of so valuable an opportunity as the Exhibition presents.

Henry McShane & Co., Bell Foundry, Baltimore, Md.—Our past experience as exhibitors at your Exposition has been of a very gratifying nature. We consider it a most excellent way of advertising the resources and abilities of the Southern States, and owing to the excellent geographical position of Louisville, and the many Northern visitors thereby attracted to notice these things, also an excellent way of more closely cementing the friendly feeling of the people from all sections of the country.

Messrs. Wm. P. Warner & Co., Chemists, Philadelphia, Pa.—We take pleasure in expressing our appreciation of the advantages to the exhibitor of the Southern Exposition at Louisville. The perfect and successful management contributed to make this success and to merit a continuance.

The Empire Drill Co., Grain Drill, etc., Shortsville, N. Y.—The past year is our first experience in attending your Exposition, and we are much pleased with the results. We have made many sales and have brought our goods to the notice of many people whom we could not have reached without greater expense by other methods. You can certainly count on us for 1886.

Maj. C. B. Turrill, Manager Southern Pacific Railroad Exhibit.—I feel that the interest evinced by visitors to the Southern Pacific Company's display of the productions of California was in a very large manner due to the thorough manner in which you advertised the various displays in the Exposition. I found the attendance good, and look upon the Southern Exposition as a particularly advantageous place for making exhibits.

Lane & Bodley Co., Engines, Cincinnati, Ohio.—Having attended fairs and expositions for many years, we have had many instances of the good effects of exhibition, many years after, and have no inclination to measure the value of an exhibition by the consummation of sales on the spot. The location and aggressive management assured, the value to an exhibitor of such an Exposition as yours can hardly be overestimated.

Messrs. Crane Brothers, Book and Ledger Paper, Westfield, Mass.—As exhibitors of 1885, we take pleasure in saying that we received at your hands every attention and help to make it pleasant for us. We most heartily recommend the Southern Exposition to exhibitors as one of the best means of bringing their manufacture and goods before the great South. The managers we endorse as Southerners and business men.

Vail Brothers, Ideal Tooth Powder, Philadelphia, Pa.—It gives me pleasure to state to you that our connection with the Southern Exposition of 1885 was, we consider, one of the best, if not the best, advertising medium we could have had in your section. I attribute it greatly to the manner in which your Exposition was conducted. From the time our exhibit entered your Exposition until we took it out, our business transactions were the pleasantest. Hoping that you may have a grand success during your season of 1886!

Mr. P. Bannon, Sewer Pipes, etc., Louisville, Ky.—Having been an exhibitor in the years of 1883, 1884, and 1885, and seeing in the papers that you are actively at work for one in 1886, I wish you all success; in fact it is bound to be such, as the experience of all exhibitors I have been speaking to is that they are well pleased with the treatment they received, and with the success achieved by their exhibit; all are anxious to try again.

The Ford Giant Press Company Presses, Louisville, Ky.—It gives us great pleasure to say that the Exposition of 1885 resulted advantageously to us. We did well during the Exposition, and since its close have had so many inquiries and orders for our presses which we know originated from the Exposition that we can not help marking it as the best bit of advertising we have ever done.

The Evans Skate and Manufacturing Co., Roller Skates, Cincinnati, O.—Our exhibition in your place was one of the best advertisements we could have had.

M. C. Henley, Roller Skates, Richmond, Ind.—The character of your exhibition of 1885 was fully equal to any I have ever visited or been interested in, and I consider the advantages accruing to me from my exhibit there are far beyond my anticipations. I consider the Louisville Exposition the best ever held in this country, excepting the great Centennial.

Forbes & Plaisten, Castilian Water, San Francisco.—Allow us to thank you, and through you, the Board of Management for the excellent business manner in which everything pertaining to the good of your concern and the wishes of the exhibitors was so fully carried out. Situated as you are in the center of this Union, accessible by both rail and steamboat, gives you advantages not excelled by any city in this country as an advertising center. We have found it so for our business. We trust your Exposition will open again next year, giving us another opportunity of widely advertising at so small a cost.

Wm. P. White, Patent Gate, Neoga, Ill.—Having attended the Exposition at Louisville in 1885, I take pleasure in saying that it has been very beneficial in giving my gate notoriety, my sales being very great. The mild climate, with apparently every facility that could be asked for, the judicious way that the people of Louisville have of carrying on Expositions, causes me to prefer Louisville rather than any city in the United States.

T. Conti, Glassblower, Chicago, Ill.—The Southern Exposition at Louisville, Ky., at which I have exhibited for the past three years since its opening, has been a great success, and I feel confident will prosper equally as well in the future, owing to the excellent management the enterprise receives. It is already a settled question that this is a permanent institution located in one of the most enterprising cities of the South. Being easily accessible from all points—a great advantage it holds over all would-be rivals—and while only in its infancy, it bids fair, with the support and patronage of the manufacturers, to become one of the greatest institutions the South could ever wish for.

B. Lauer Company, Artificial Plants, New York.—Our impression is that the Southern Exposition has been beneficial in numerous ways, being an excellent medium of advertisement and opening up new avenues of trade, and that an Exposition like the one held should be taken advantage of by all manufacturers and merchants.

Osgood & Co., Scales, Binghamton, N. Y.—Our cordial opinion is that Louisville being centralized to take in a large scope of country, commands a large attendance of the practical business men of the country as well as the producers of wealth, needing machinery of approved workmanship to ease and facilitate their labors. The main object of a successful Exposition, we claim to be, is to show the people our advances in superior machinery, in practical use in the common arts, as well as the fine arts, science, and literature. We were so well assured of direct benefit by our exhibit, that we decided not only to let our goods remain for the exhibition of 1886, but to add to them and exhibit on a more complete and enlarged scale.

James Pyle & Son, Pearline, New York, N. Y.—The Southern Exposition is, in our opinion, a very desirable medium through which to advertise a good article.

Hough & Ford, Shoes, Rochester, N. Y.—As exhibitors at the Southern Exposition, we take great pleasure in expressing our appreciation of the courteous treatment and capable management by which exhibitors were privileged to display their exhibits to the best advantage. We believe it deserves the patronage of manufacturers in all sections of this country, and wish it continued success.

The Hall's Safe and Lock Company.—Our experience in the past in making exhibits has been entirely satisfactory and also beneficial, and we have no doubt will prove so in the future.

Stengle & White, Leather Dressing, Boston, Mass.—We think that your last Exposition was a great success, and we intend to make a finer display next year.

William F. Osborn, Oil and Sand Stones, Paoli, Ind.—As an exhibitor of 1885, I desire to express my entire satisfaction with the management and result as an advertisement. I am so well pleased that I have applied for space in 1886, and hope Louisville will be the point selected for the Universal Exposition in 1892.

L. T. DAVIDSON, Prest.

AUGUST STRAUS, Vice-Prest.

JOHN A. HALDEMAN, Sec'y and Treas.

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June Opera Festival

OF THE

SOUTHERN EXPOSITION,

At Louisville, Kentucky.

FIVE PERFORMANCES BY THE
AMERICAN OPERA COMPANY.

Grandest Operatic Spectacle ever witnessed in America—
**THE MOST CELEBRATED AMERICAN ARTISTS. THEODORE
 THOMAS' FULL ORCHESTRA. GRAND CHORUS OF
 100 SINGERS. A BALLET OF 80 DANCERS.
 FINEST SCENERY IN THE WORLD.**

PROGRAMME:

Wednesday Evening, June 9th,	- - -	ORPHEUS AND EURYDICE
Thursday Evening, June 10th,	- - -	LAKME
Friday Evening, June 11th,	- - -	LOHENGGRIN
Saturday Aft'n, June 12th (Matinee),	- - -	MERRY WIVES OF WINDSOR
Saturday Evening, June 12th,	- - -	THE FLYING DUTCHMAN

SEASON TICKET, with reserved seat,	- - -	\$10.00
SELECTED SEAT, for one Opera,	- - -	3.00

Only 1,500 Season Tickets are for sale. On April 5, 1886, number of Season Tickets sold was 1,385. For seats and information address

Southern Exposition, Louisville, Ky.

REDUCED RATES ON ALL RAILROADS.

American Art Association's Prize-Fund Exhibition

AT NEW YORK. No. 6 EAST TWENTY-THIRD STREET.

THE SECOND PRIZE-FUND EXHIBITION, under the patronage of the Corcoran Art Gallery, of Washington, D.C., the Southern Exposition Association, of Louisville, Ky., and many well-known gentlemen interested in Art matters, will open on or about April 26th. At this Exhibition a number of cash prizes of \$2,000 each, and ten gold medals, each of a bullion value of \$100, will be awarded to the artists who, in the judgment of the Jury of Award, have contributed the best pictures. The Prize-Fund Exhibition of 1885 was universally conceded to have been the finest collection of American pictures ever shown.

Southern Exposition Art Gallery.

The entire collection of Painting in the American Art Association's Prize-Fund Exhibition will form a part of the Art Gallery of the Southern Exposition of 1886.

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